

## ORDER



Orders	Order / Rev:	168671	Primary AE:	WDJT-TV-LP
	Alt Order #:	06362262	Sales Office:	Matthew Norten
	Product Desc:	OBAMA 4 PRESIDENT:60	Sales Region:	HDC
	Estimate:	1958		NAT
	Flight Dates:	10/04/12 - 10/10/12		
	Original Date / Rev:	10/03/12 / 10/03/12		
	Order Type:	GENERAL		
Agency	Name:	GMMB Greer Margolis Mitchell	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		1010 Wisconsin Ave. NW	Agency Commission:	15%
		Washington, DC 20007		
Advertiser	Name:	Poli/Obama for President	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	PL Candidate	Advertiser External ID:	
	Priority:	P-2	Agency External ID:	
	Revenue Codes:	AGY, POL, CAND		

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/10/12	26	\$44,650.00	\$37,952.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	26	\$44,650.00	\$37,952.50	0.00
Totals	26	\$44,650.00	\$37,952.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WDJT-TV-LP	17%	\$44,650.00
Market	100%	\$262,647.06

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,626.47
WCGV	0%	\$0.00
WISN	27%	\$70,914.71
WITI	31%	\$81,420.59
WMLW-	2%	\$5,252.94
WPXE	0%	\$0.00
WTMJ	22%	\$57,782.35
WVTW	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	10/07/12	10/07/12	CBS Sunday Morning	CM	8a-930a	-----1	1:00	1	\$1,500.00	P-2	0.00	NM		
				CBS Sunday Morning		(8:00 AM-9:30 AM)								1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1		1	\$1,500.00			0.00					
E 2	WDJT	10/07/12	10/07/12	Sun 10-1030a	CM	10a-1030a	-----1	1:00	1	\$200.00	LUR	0.00	NM		
				Green Bay Nation										1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1		1	\$200.00			0.00					

Print Date: 10/03/12 11:00:47

Page 2 of 3

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**Flight Dates:** 10/04/12 - 10/10/12

Advertiser:	Poli/Obama for President
Product Desc:	OBAMA 4 PRESIDENT:60
Estimate:	1958

WDJT-TV-1 P

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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
17	WDJT	10/04/12	10/04/12	Th 7p - 8p Big Bang/Two and Half Men	CM	Th	7p - 8p	---	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																	
Week: 10/01/12   10/07/12   ---1---   1   \$6,000.00   0.00																	
E 18	WDJT	10/05/12	10/05/12	Fr 7p - 8p CSI: New York	CM	Fri	7p - 8p	----	1:00	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																	
Week: 10/01/12   10/07/12   ----1--   1   \$2,400.00   0.00																	
E 19	WDJT	10/07/12	10/07/12	Su 6p - 7p 60 Minutes	CM		6p - 7p	-----	1:00	1	\$12,000.00	P-1	0.00	NM	1	\$12,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																	
Week: 10/01/12   10/07/12   -----1   1   \$12,000.00   0.00																	
E 20	WDJT	10/08/12	10/10/12	M-F Late News M-F Late News	CM		10p-1035p		MTW----	1:00	2	\$1,600.00	P-2	0.00	NM	2	\$3,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																	
Week: 10/08/12   10/14/12   MTW----   2   \$1,600.00   0.00																	
E 21	WDJT	10/08/12	10/10/12	Letterman 1035p-1135p CM Letterman 1035p-1135p	CM		1035p-1135p		MTW----	1:00	1	\$200.00	LUR	0.00	NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																	
Week: 10/08/12   10/14/12   MTW----   1   \$200.00   0.00																	
E 22	WDJT	10/07/12	10/07/12	NFL Early Game Regula&PRT	SPRT	NFL Early Game	-----	1	1:00	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																	
Week: 10/01/12   10/07/12   -----1   1   \$4,000.00   0.00																	
E 23	WDJT	10/06/12	10/06/12	SEC Afternoon Game	SPRT	Fri	130p-5p/Sat 11-	-----1-	1:00	1	\$150.00	LUR	0.00	NM	1	\$150.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																	
Week: 10/01/12   10/07/12   -----1-   1   \$150.00   0.00																	

Totals 26 \$44,650.00